



**MARLBORO MUSIC STAGE  
BRINGING THE BEST LATIN TALENT TO  
THE MARLBORO MUSIC STAGE**

Marlboro Music celebrates its 13th year of sponsoring the finest entertainment by bringing Latin Music to the Marlboro Music Stage. The Marlboro Music program has brought the most and the best music to audiences across the United States through involvement with community events, State Fairs and Military installations. Latin Music will become an integral element in the 1995 Marlboro Music Program.

The Marlboro Music Stage has hosted top artists in Miami at the phenomenally successful Carnival of the Stars and Calle Ocho. Marlboro Music brought the ultimate stars to the streets of LA Fiesta Broadway and presented three stages of performance for an evening of non-stop excitement in Houston. This momentum will continue at prime locations throughout the year along with several State Fair venues which will host a spectacular array of Latin talent.

For the seventh year, Marlboro Music will sponsor concerts on military bases across the United States. This year three military installations will have one of three evenings dedicated to spectacular Latin performances for American service persons and their families which will benefit the Morale, Welfare and Recreation Fund. The other evenings will be comprised of top names from the genres of Rock, Country and/or R & B.

Since 1982, Marlboro has claimed many industry "firsts". In its first year of sponsorship, Marlboro brought together many of country music's biggest artists for arena shows. Names like The Judds, Ricky Van Shelton, Waylon Jennings, Kathy Mattea, Alabama and Randy Travis are all veterans of Marlboro Music's arena tours. Never before had so many names shared a single stage at a single event. During this period, Marlboro Music concerts were the first in country music to use video projection to augment spectacular sound and lights.

Through state-of-the-art production and the biggest names in the business, Marlboro Music has gained recognition among industry leaders as the premier sponsor in the field of country music. The goal of Marlboro Music is to provide the same standard of excellence to audiences of every musical genre. The addition of Latin music to the Marlboro Music sponsorship has quickly become synonymous with top quality, first class Latin entertainment across the United States.

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**MARLBORO MUSIC STAGE  
1995 LATIN SCHEDULE**

**CARNIVAL OF THE STARS**

March 5	Miami, FL	Hansel Maggie Carles Eddie Santiago Rey Ruiz Johnny Ventura Willy Chirino Super Band: Arturo Sandoval, Tito Puente, Luis Enrique, Michel Sheila E and Dave
Camilo, Valentin		

**CALLE OCHO SUPER SITE**

March 12	Miami, FL	Las Chicas del Can Los Embajadores Vallentos Marc Anthony Grupo Niche
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**COMMUNITY EVENTS**

April 30	Los Angeles, CA	LA FIESTA BROADWAY - Industria del Amor, Olga Tanon, Marc Anthony, Las Chicas del Can, La Sonora Dinamita
May 27	Houston, TX	ROMPIENDO BARRERAS - Bronco, Los Cardenales de Nuevo Leon, Los Guardianes del Amor, Mariachi Mexico '85, Emilio Navaira
June 10	New York, NY	116TH STREET FESTIVAL - Tito Rojas, Frankie Ruiz, Eddie Santiago, Las Chicas del Can

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June 10	Chicago, IL	CANONAZO PRIMAVERAL- Marco Antonio Solis and Los Bukis, Ezequiel Pena, Banda Toro, Tropical Caribe, Jose Antonio Solis
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October 15	Orlando, FL	Raices Festival
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October 28	New York, NY	Perfect Combination Concert
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November	San Jose, CA	Marlboro Music Concert
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#### MILITARY TOUR

July 23	San Diego, CA	La Sonora Dinamita Banda Pachuco Graciela Beltran
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August 6	Corpus Christi, TX	Emilio Navaira La Diferenzia Los Intocables Las Chicas del Can David Lee Garza Stephanie Lynn
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August 13	El Paso, TX	Temerarios Emilio Navaira La Diferenzia Sonora Dinamita Las Chicas del Can
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#### STATE FAIRS

September 3	Pueblo, CO
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September 10	Pomona, CA
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October 22	Phoenix, AZ
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HENRY CARDENAS & ASSOCIATES INC.

Henry Cardenas & Associates, Inc. embodies one of the leading promoters of Hispanic concerts and events throughout the United States and South America. For the past 12 years, Henry Cardenas & Associates has built a solid reputation for booking the best Hispanic entertainment. The professionalism of the organization has resulted in their incredible contacts with artists in the tropical salsa, banda, and tejano music genres.

The knowledge and power of Henry Cardenas & Associates are evident in their incomparable ability to provide sponsors with an overall marketing plan specified for their needs.

Henry Cardenas & Associates has been recognized by Billboard Magazine as one of the top event producers in America.

Mr. Cardenas is the exclusive talent buyer for all Hispanic events at Radio City Music Hall. He is also the most influential Hispanic promoter in Chicago and is the sole producer of Viva Mexico, The Pan American Festival, The Primavera Festival and Mexican Dances that feature top Mexican headliners.

A partial listing of the artists which Henry Cardenas & Associates has worked closely with:

Celia Cruz  
Tito Puente  
Oscar de Leon  
Tony Vega  
Marc Anthony  
India  
Las Chicas del Can

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Henry Cardenas & Associates has provided top quality Hispanic talent for the following corporation events:

Pepsi Cola - The Juan Luis Guerra Tour  
Budweiser - Budfest Concert Series (Tejano and Tropical Salsa)  
Proctor & Gamble - Festival Del Charro Concert Series

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### SEE FACTOR INDUSTRY, INC.

See Factor is a full service production company which has served the entertainment industry for over 20 years. Worldwide support through an affiliate in London has enabled See Factor to ensure that they will always provide top quality equipment and personnel to the varying needs of their clients. Beyond the usual equipment and supervisory crews, See Factor can arrange for full labor forces, taking care of the necessary rate agreements, payrolling, scheduling and supervision, negotiated and arranged for venue rentals, permits, transportation, and many other associated requirements. See Factor has become a "problem solver" in the entertainment industry.

Headquartered in New York City for 20 years, See Factor established special ties to a variety of organizations from local unions to Madison Square Garden. See Factor has, been hired to contract and supervise full union crews for events in venues such as Jacob Javits Convention Center and Central Park.

Special events are a See Factor specialty of great regard to the many organizations that have used them to provide production services for some of the largest and most diverse projects including:

- Live Aid
- The 1988 & 1992 Democratic National Conventions
- Radio City Music Hall Christmas Show
- Marlboro Music Military Tour
- Liberty Weekend
- The California World Music Festival
- CalJam II
- Lincoln Center 20th Anniversary Celebration
- The Miss Teenage U.S.A. Pageant
- Aids Dance-a-thon
- The New York Salsa Festival
- Reverend Billy Graham in Central Park
- Camp LeJeune Fourth of July Festival
- The Marlboro Music State Fair

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See Factor clients include:

Neil Diamond  
Frank Sinatra  
Aerosmith  
Paul Simon  
Liza Minelli  
Andy Williams  
Hall & Oates

The Rolling Stones  
Bad Company  
Billy Joel  
Simon & Garfunkel  
Culture Club  
David Bowie  
Juan Gabriel

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